

Home Insecticides Market in India 2017

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Abstracts

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Netscribes' latest market research report titled Home Insecticides Market in India 2017 states that the home insecticides market is growing at a steady rate due to several reasons. Indian consumers have started becoming more aware of the availability and benefits of various kinds of home insecticides. This coupled with the steady growth in the disposable income of households is leading to growth in the demand for home insecticides. The changing lifestyle of Indians, and the rising number of cases of dengue, malaria and other diseases caused by insects, is increasing the adoption of insecticides in Indian households.

However, the potential health threats that these products pose acts as a major hindrance to the growth of the market. Moreover, the low penetration of these products in rural regions where people still rely on traditional methods such as burning incense sticks and coconut fiber and fumigation of neem leaves, implies heavy reliance on the urban regions. Companies however have started recognizing the immense potential of the rural regions and are coming up with specific promotional activities and campaigns to tap these markets. Business strategies being used by companies in the market include increased penetration in rural markets and consumption growth in urban markets.

COVERAGE:

Overview of the home insecticides market in India and forecasted market size data in terms of value over 2011 to 2020

Trade analysis of home insecticides in India

Qualitative analysis of the major drivers and challenges affecting the market

Analysis of the competitive landscape and profiles of major players operating in the market

Key recent developments associated with the home insecticides market in India

WHY BUY?

Get a broad understanding of the home insecticides market in India, the dynamics of the market and current state of the sector

Strategize marketing, market-entry, market expansion and other business plans by understanding the factors driving growth in the market

Be informed regarding the key developments in the home insecticides market in India

Understand major competitors' business strategies and market dynamics and respond accordingly to benefit from the market

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